



***LOUISIANA DEPARTMENT
OF
WILDLIFE AND FISHERIES***

Strategic Plan 2006 – 2010

September, 2004



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“The Plan”

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INTRODUCTION

The Louisiana Department of Wildlife and Fisheries (LDWF) is the state agency responsible for management of the state's renewable natural resources including all wildlife and all aquatic life. The control and supervision of these resources are assigned to the department in the Constitution of the State of Louisiana of 1974, Article IX, Section 7 and in revised statutes under Title 36 and Title 56. Responsibilities related to enforcement of boating safety laws are also assigned to LDWF in Title 34, Chapter 4, Part IV.

Prudent stewardship of the state's renewable natural resources contributes significantly to the quality of life of the state's citizens and to the economic well-being of the state. We serve almost two million direct users and countless others who benefit indirectly.

LDWF supports a strong work ethic in its employees and incorporates the use of good science, accurate information, and technology in carrying out its mission. The agency continually looks for ways to improve the way we manage resources to ensure their sustainability and availability for all users now and in the future.

There are national trends that challenge all fish and wildlife agencies. Some of these include:

- *People have increasingly greater demands on their time.*
- *Access to natural resources is becoming more restricted.*
- *Citizens have less trust in government.*
- *Funding is limited.*
- *The human population is aging.*
- *Complex regulations make it difficult to attract novices to hunting and fishing.*
- *Wildlife habitat is shrinking because of development.*
- *Increasingly urbanized public.*

These national issues in addition to state issues create a challenging climate for natural resource management. To ensure success in maintaining and expanding opportunities to the users of the resources and to ensure continued sustainable populations of fish and wildlife species, the department must enhance citizen participation, create opportunities to inform the public and exchange ideas and concerns, and make decisions that include scientific, social and economic factors.



DEPARTMENT ORGANIZATION

The Department of Wildlife and Fisheries is organized by statute into four offices. Funding is appropriated to these budget units by “program”.

<u>Office</u>	<u>Program</u>
Office of Management and Finance	Management and Finance
Office of Secretary	Administration Enforcement Seafood Promotion and Marketing
Office of Wildlife	Wildlife
Office of Fisheries	Fisheries

This strategic plan contains a mission statement, vision statement, and philosophy at the department level, and for each program: mission, goal, objectives, strategies, and performance measures.



Louisiana Department of Wildlife & Fisheries

KEY CONTACT PERSONS

EXECUTIVE STAFF

Dwight Landreneau, Secretary	225-765-2623
Janice A. Lansing, Undersecretary	225-765-2860
Parke Moore, Assistant Secretary	225-765-2806
John Roussel, Assistant Secretary	225-765-2801
Brandt Savoie, Deputy Assistant Secretary	225-765-5021

DIVISION ADMINISTRATORS

Winton Vidrine, Colonel, Enforcement	225-765-2989
Ewell Smith, Executive Director, SPM Board	504-568-5693
Phil Bowman, Administrator, Fur and Refuge Division	225-765-2813
Dave Arnoldi, Assistant Administrator, Wildlife Division	225-765-2349
Bennie Fontentot, Administrator, Inland Fish Division	225-765-2330
Karen Foote, Administrator, Marine Fish Division	225-765-2383

STRATEGIC PLANNING STAFF

Wynnette Kees, Mgmt & Finance, Admin	225-765-2862
Brian Spillman, Enforcement	225-765-2981
Ewell Smith, SPM Board	504-568-5693
Noel Kinler, Fur and Refuge	337-373-0032
Fred Dunham, Fur and Refuge	225-765-2367
Mike Olinde, Wildlife	225-765-2353
Gary Tilyou, Inland Fish	225-765-2331
Jim Hanifen, Marine Fish	225-765-2379

DEPARTMENT COORDINATOR

Wynnette Kees, Fiscal Officer	225-765-2862
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WILDLIFE AND FISHERIES OFFICES

Region/District 1	1401 Talton Street, Minden 71055
Region/District 2	368 Century Tel Drive, Monroe 71203
Region/District 3	1995 Shreveport Hwy., Pineville 71360
Region/District 4	261 Wildlife & Fishery Rd., Ferriday 71334
Region/District 5	1213 North Lakeshore Dr., Lake Charles
Region/District 6	5652 Highway 182, Opelousas 70570
Region/District 7	2000 Quail Dr., Baton Rouge 70808
Region/District 8	1600 Canal St., New Orleans 70112
Region/District 9	1102 Highway 3185, Thibodaux 70301



DUPLICATION OF EFFORT

There is minimal duplication of effort in the Department of Wildlife and Fisheries due to careful organization of programs and activities and due to a focus on cooperation and collaboration between programs. Communication among both professional and technical personnel in programs is accomplished through periodic meetings and work groups. Each program has unique goals, objectives, and strategies – all of which are directed toward the successful accomplishment of our mission of overall conservation of the state’s wildlife and fisheries resources.



VISION 2020

Louisiana: Vision 2020 is a challenge to create a newer and better Louisiana and a guide to economic renewal and diversification. It is a platform for innovative initiatives. It is a process by which the state’s progress toward long-term goals will be managed and monitored.

One objective in Vision 2020 (2003 update version) is impacted by the operations of the Department of Wildlife and Fisheries (DWF). This objective reads:

“Objective 3.7 – to preserve and develop Louisiana’s natural and cultural assets. Louisiana is blessed with vast natural resources and a unique culture that make it a special place to live. While creating a Louisiana for the 21st century, we must also preserve and develop the Louisiana’s heritage and natural assets. Those tangibles and intangibles are important for quality of life as well as for their economic value to the state. Louisiana must further protect our natural treasures and market our assets to those who haven’t experienced their uniqueness and beauty.”

Vision 2020 includes these benchmarks to track progress toward this objective

:

- Amount of state-owned lands for natural resource management by the Department of Wildlife & Fisheries and the Department of Parks & Recreation
- Total Louisiana species listed as threatened, endangered or rare plants (R/T/E’s)

The table below shows the original Vision 2020 baseline and target data and where we stand today:

Objective Name	<u>Baseline Date</u>	<u>Baseline Amount</u>	<u>2003 Target</u>	<u>2008 Target</u>	<u>2004 Current</u>
Amount of state-owned lands (DWF)	1997	657866	708000	758000	817211
Total LA species listed as threatened	1995	11	10	9	9
LA species listed as endangered	1995	22	21	20	21
LA species listed as rare plants	1997	323	320	318	372*

* The data source for the 1997 rare plant figure is unknown. At this time, the department “tracks” 372 plant species in their database. The ranking of these ranges from critically imperiled to rare to secure to extirpated.



The department's strategic plan does not include objectives specifically related to this Vision 2020 objective; however, land acquisition and management and monitoring R/T/E's are covered by these objectives in the Wildlife Program:

Objective 1. To manage the 0.9 million acres (***) in the non-coastal WMA system through maintenance and habitat management activities.

Objective 7. To perform habitat management, maintenance, and monitoring activities to conserve 556,714 (***) acres in the coastal WMA and Refuge system for fish and wildlife populations and associated recreational and commercial opportunities.

Objective 8. To promote and monitor the relative occurrences of LA's rare, threatened, and endangered species, as well as nongame and injured wildlife by entering 400 site occurrences of targeted species in a database; and by managing 60 nuisance wildlife control operators and 50 wildlife rehabilitators.

(***) The acres covered by these objectives include all lands managed by the department; this includes land "owned".



ACT 1078 of 2003 (Women and Families)

The Department of Wildlife and Fisheries conducts two educational programs which benefit women and families. They include:

- Becoming an Outdoors Woman (BOW)

This program focuses on providing opportunities for women to learn skills that enhance and encourage participation in hunting, fishing and other outdoor activities. The department conducts these weekend workshops once a year for up to 125 participants.

- Families Understand Nature (FUN) Camp

These camps conducted three times a year offer parents and their children an opportunity to spend a weekend in the outdoors re-establishing bonds and honing outdoor skills. One camp is for fathers and daughters, one for fathers and sons, and one is for mothers and daughters/sons.

These activities are performed by the Wildlife Program along with other educational programs including mandatory hunter/firearm education. The related objective is:

Conduct educational programs to reach 45,000 participants and respond to 80,000 general information questions from the public annually.

Participants in BOW and FUN are part of the performance indicators which measure achievement of this objective.



GLOSSARY

<i>Access</i>	<i>freedom or ability to make use of</i>
<i>Achieve</i>	<i>carry out successfully; attain a desired end or aim; perform</i>
<i>Administration</i>	<i>manage or supervise the execution, use or conduct of</i>
<i>Collaboration</i>	<i>work jointly with others; cooperate</i>
<i>Conservation</i>	<i>careful preservation and protection (wise use of resources)</i>
<i>Control</i>	<i>exercise restraining or directly influence over; regulate</i>
<i>Create</i>	<i>bring into existence; invent; bring about by action or behavior</i>
<i>Development</i>	<i>promote the growth of; make available or usable</i>
<i>Direction</i>	<i>guidance or supervision; management; authoritative instruction</i>
<i>Ecology</i>	<i>interrelationship of organisms and their environments; totality of relationships</i>
<i>Educate</i>	<i>develop mentally or morally by instruction; provide knowledge and development</i>
<i>Enforce</i>	<i>strengthen; gain or effect by force; carry out effectively</i>
<i>Enhance</i>	<i>make greater as in value, desirability or attractiveness</i>
<i>Enjoy</i>	<i>take pleasure; have for one's use</i>
<i>Enjoyment</i>	<i>possession and use; gives keen satisfaction</i>
<i>Ensure</i>	<i>to make certain, guarantee</i>
<i>Execute</i>	<i>carry out fully; put into effect; do what is provided by decree/law</i>
<i>Extirpate</i>	<i>destroy completely</i>



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<i>Fishery</i>	<i>the act, process, occupation, or season of taking fish</i>
<i>Habitat</i>	<i>place or type of site where a plant or animal naturally lives and grows</i>
<i>Maintain</i>	<i>keep in existing state; preserve; defend; sustain, affirm; support</i>
<i>Manage</i>	<i>direct with skill; treat with care; alter by manipulation</i>
<i>Operate</i>	<i>run or control the functioning of; conduct the affairs of; manage</i>
<i>Opportunity</i>	<i>favorable juncture of circumstances; change for progress or advancement</i>
<i>Optimize</i>	<i>make as perfect, effective, or functional as possible</i>
<i>Premier</i>	<i>number one</i>
<i>Preserve</i>	<i>to keep safe from harm, injury or destruction; protect; maintain (generally means "non use")</i>
<i>Promote</i>	<i>contribute to the growth or prosperity of; help bring into being</i>
<i>Protect</i>	<i>shield from injury or destruction; guard; defend; save from loss</i>
<i>Recreation</i>	<i>refreshment of strength and spirits after work</i>
<i>Regulate</i>	<i>govern or direct according to rule; bring order, method or uniformity to</i>
<i>Renewable</i>	<i>capable of being replaced by natural ecological cycles or sound management practices</i>
<i>Replenish</i>	<i>stock; nourish; build up again; replace</i>
<i>Research</i>	<i>careful or diligent search; studious inquiry or examination</i>
<i>Stewardship</i>	<i>responsibility for management with regard for the rights of others</i>
<i>Supervision</i>	<i>critical watching and directing; oversight</i>
<i>Sustain</i>	<i>support, nourish, prolong</i>
<i>Utilization</i>	<i>practical use or account</i>



LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES FIVE YEAR STRATEGIC PLAN FISCAL YEAR 2005-2006 THROUGH 2009-2010

Mission Statement

To manage, conserve, and promote wise utilization of Louisiana's renewable fish and wildlife resources and their supporting habitats through replenishment, protection, enhancement, research, development, and education for the social and economic benefit of current and future generations; to provide opportunities for knowledge of and use and enjoyment of these resources; and to promote a safe and healthy environment for the users of the resources.

Vision Statement

Louisiana's Department of Wildlife and Fisheries will be the premier agency for enhancing the quality of life of the state's citizens through management and protection of wildlife and fish resources and habitats.

Philosophy

The department's mission will be accomplished in a fair and equitable fashion using science-based information, open communication, and collaboration. The policies and actions of the department will be developed and carried out to foster the public's trust and respect and implemented to encourage employee teamwork and partnerships with other agencies and groups.



SUMMARY OF REVISED STRATEGIC PLAN FOR FY 2006 – 2010 GOALS AND OBJECTIVES BY PROGRAM

Management and Finance

Goal: To provide the most effective and efficient services, enforce compliance in all department programs, and promote good customer service; and to increase the public visibility of the department.

Objective 1: To implement sound financial practices and fiscal controls as demonstrated by having no repeat legislative audit findings in the department's biennial audits.

Objective 2: Ensure that all programs in the department are provided support services which enable them to accomplish their goals and objectives.

Objective 3: To achieve at least a 7-day turnaround in processing of commercial license and boat registration applications received by mail.

Objective 4: To provide opportunities for the public to receive information about the department and about resource management through news releases and features and publication of the *Conservationist Magazine*.

Objective 5: To earn 5% reduction of liability insurance premiums by successfully passing the State Loss Prevention audit.

Administrative

Goal: That all programs will be operated efficiently and effectively through sound planning and decision-making processes resulting in achievement of the department's mission.

Objective 1: To ensure that at least 95% of all department objectives are achieved.

Enforcement

Goal: Support outdoor-related recreational opportunities and protect public health and safety by enforcement of related laws and regulations and enhance public awareness and knowledge of those laws and regulations as a means of improving voluntary compliance.



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Objective 1: Achieve a 2% per year reduction in the number of boating accidents per 100,000 registered boats.

Objective 2: To increase public awareness and legal compliance by increasing the number of public contacts by wildlife agents by 1% per year.

Seafood Promotion and Marketing

Goal: To create brand loyalty for LA seafood products resulting in increased demand and enhanced economic value of the industry.

Objective 1: To increase the total economic impact of the seafood industry on the state's economy from the 2003 base year by an average of 1% real growth annually over a five year period.

Objective 2: Through cooperative projects with the Southern Shrimp Alliance, the average dockside price for all sizes of shrimp per pound will be increased by 15 cents over the 2002 price of \$1.31 by the 2006 fiscal year.

Objective 3: To increase the average dockside price per pound of oysters by 13 cents by the 2006 fiscal year.

Wildlife Program

Goal: To enhance and conserve the habitat necessary to maintain the state's species diversity and optimum distribution and densities of wildlife populations, and to increase the opportunities for the public to enjoy their outdoor experiences.

Objective 1: To manage the 0.9 million acres in the non-coastal WMA system through maintenance and habitat management activities.

Objective 2: Enhance wildlife habitat on private lands and non-department public lands by providing 15,000 wildlife management technical assistance responses to the public and other agencies/NGO's.

Objective 3: Manage wildlife populations for sustainable harvest and/or other recreational opportunities through survey and research resulting in 215 days of hunting opportunity for game species.

Objective 4: Conduct educational programs to reach 45,000 participants and respond to 80,000 general information questions from the public annually.



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Objective 5: To manage the alligator resources of the state to provide species protection and to authorize the sustainable harvest of wild alligators.

Objective 6: To manage the furbearer resources of the state to provide for species protection, sustainable harvest, and, through the coast-wide nutria control program, provide incentive payments for nutria harvest to reduce the negative impact of this non-native species on coastal wetland habitats.

Objective 7: To perform habitat management, maintenance, and monitoring activities to conserve 556,714 acres in the coastal WMA and Refuge system for fish and wildlife populations and associated recreational and commercial opportunities.

Objective 8: To promote and monitor the relative occurrences of LA's rare, threatened, and endangered species, as well as nongame and injured wildlife by entering 400 site occurrences of targeted species in a database; and by managing 60 nuisance wildlife control operators and 50 wildlife rehabilitators.

Objective 9: To avoid or minimize adverse environmental impacts to fish and wildlife habitat from/by statewide development projects by reviewing, commenting, and making recommendations on 100% of the permit applications received and issuing scenic river permits.

Fisheries Program

Goal: To manage living aquatic resources and their habitat through enhancement and more efficient and effective data collection, analysis, and regulation; and to improve access to and opportunity for users to enjoy those resources.

Objective 1: Ensure that LA's major marine fish stocks are not overfished.

Objective 2: Administer a leasing system for oyster water bottoms such that 99% of all leases result in no legal challenges related to the leasing system and manage public reefs to fulfill 100% of the industry's seed oyster demand and make at least one area available for sack oyster harvest on the public seed grounds.

Objective 3: To conserve, protect, manage and improve LA's marine and coastal habitats by participating in 15 major coastal protection/improvement projects.

Objective 4: To ensure that all species of sport and commercial freshwater fish are in good condition in at least 91% of all public lakes over 500 acres.



Objective 5: To treat at least 72,000 acres of water bodies to control nuisance aquatic vegetation.

Objective 6: To improve or construct four boating access projects a year.



PROGRAM NAME: MANAGEMENT AND FINANCE

Mission

The purpose of the Management and Finance Program is to perform the financial, socioeconomic research, public information, licensing, program evaluation, planning, and general support service functions for the Department of Wildlife and Fisheries so that its mission of conservation of renewable natural resources is accomplished.

Goal

To provide the most effective and efficient services, enforce compliance in all department programs, and promote good customer service; and to increase the public visibility of the department.

Statutory authority for goal: R.S. 36:707

OBJECTIVE 1. To implement sound financial practices and fiscal controls as demonstrated by having no repeat legislative audit findings in the department's biennial audits.

Strategy 1.1. Maintain current job descriptions and procedures manuals on all positions in the program.

Strategy 1.2. Cooperate with the department's internal auditor and other auditors to develop and implement policies and procedures and corrective actions.

Strategy 1.3. Conduct in-service training for all functions regulated and managed by the program.

PERFORMANCE MEASURES:

Outcome Number of repeat audit findings

OBJECTIVE 2. Ensure that all programs in the department are provided support services which enable them to accomplish their goals and objectives.

Strategy 2.1. Conduct process evaluations to improve the flow and timeliness of work products



Strategy 2.2. Maintain an adequate level of staffing

Strategy 2.3. Educate staff on the department's customer service plan

PERFORMANCE MEASURES:

Outcome services	Number objectives not met due to failure to provide adequate support
Input	Number department employees per support service employee

OBJECTIVE 3. To achieve at least a 7-day turnaround on processing of commercial license and boat registration applications received by mail.

Strategy 3.1. Enhance staff recruitment and retention.

Strategy 3.2. Utilize information technology applications to maximize productivity.

PERFORMANCE MEASURES:

Outcome	Commercial license turnaround time
Outcome	Boat registration turnaround time
Input	Number staff assigned to license and registration function

OBJECTIVE 4. To provide opportunities for the public to receive information about the department and about resource management through news releases and features and publication of the *Conservationist* Magazine.

Strategy 4.1. Maintain a qualified, professional staff of employees.

Strategy 4.2. Promote departmental activities and events through media opportunity.

Strategy 4.3. Publish and distribute biweekly newsletter.

Strategy 4.4. Respond to media inquiries.

Strategy 4.5. Publish and distribute six issues per year of the *Conservationist* magazine.



PERFORMANCE MEASURES:

Outcome	Number news releases/features written and distributed
Outcome	Total Number magazines printed and distributed
Outcome	Number departmental activities and events covered and highlighted by media.
Input	Number paid subscriptions to magazine
Input	Annual direct production cost of magazine
Input	Annual revenue from magazine subscriptions

OBJECTIVE 5. To earn 5% reduction of liability insurance premiums by successfully passing the State Loss Prevention Audit.

Strategy 5.1. Ensure safety coordinators in all department facilities are adequately trained.

Strategy 5.2. Conduct and document quarterly safety meetings in all applicable facilities.

Strategy 5.3. Establish and distribute written policies and procedures regarding all aspects of the loss prevention program.

PERFORMANCE MEASURES:

Outcome	Percent reduction of insurance premium applied
Outcome	Dollars saved from successful completion of audit
Input	Number facility safety coordinators



PROGRAM NAME: ADMINISTRATION

Mission

The mission of the Administration Program within the Office of the Secretary is to provide executive leadership and legal support to all department programs and staff.

Goal

That all programs will be operated efficiently and effectively through sound planning and decision-making processes resulting in achievement of the department's mission.

Statutory Authority for goal: Title 36, Chapter 13 and Title 56

Activities in this program:

Executive Staff
Legal Section
Internal Audit

OBJECTIVE 1: To ensure that at least 95% of all department objectives are achieved.

Strategy 1.1. Plan and prioritize for the allocation of financial resources.

Strategy 1.2. Encourage staff empowerment and teamwork.

Strategy 1.3. Promote partnerships and collaboration with other state agencies and other entities.

Strategy 1.4. Be responsive to the needs of all external stakeholders.

PERFORMANCE MEASURES:

Outcome Percent of department objectives achieved



PROGRAM NAME: ENFORCEMENT

Mission

The statutorily mandated purpose of the Enforcement Program is to execute and enforce the laws, rules and regulations of the state relative to wildlife and fisheries for the purpose of conservation of renewable natural resources and relative to boating and outdoor safety for continued use and enjoyment by current and future generations.

Goal

Support outdoor-related recreational opportunities and protect public health and safety by enforcement of related laws and regulations and enhance public awareness and knowledge of those laws and regulations as a means of improving voluntary compliance.

Statutory authority for goal: R.S. 56:01 et. Seq. and R.S. 36:605 B (4) (a)

OBJECTIVE 1. Achieve a 2% per year reduction in the number of boating accidents per 100,000 registered boats.

Strategy 1.1. Increase high visibility patrols in areas where accident rates are highest.

Strategy 1.2. Increase availability and delivery of boating education courses.

Strategy 1.3. Increase officer training in boating-while-intoxicated detection and apprehension techniques.

PERFORMANCE MEASURES:

Outcome	Number of accidents per 100,000 registered boats
Outcome	% reduction in boating accidents from previous year
Input	Number of boating safety patrol hours
Outcome	Number of students completing boating safety course
Outcome	Number of boating accidents *
Input	Number of registered boats
Outcome	Percent of boating accidents with alcohol involved

* A boating accident is a collision, accident or other casualty involving a recreational vessel and resulting in death, injury (beyond first aid) or property damage in excess of \$200.00.



OBJECTIVE 2. To increase public awareness and legal compliance by increasing the number of public contacts by wildlife agents by 1% per year.

Strategy 2.1. Maintain an adequate level of staffing.

Strategy 2.2. Decrease administrative time to devote more manpower to field duties.

PERFORMANCE MEASURES:

Outcome	Number of public contacts *
Outcome	% increase in public contacts over previous year
Input	Number of field patrol hours
Input	Authorized (enforcement agent) positions
Input	Man hours – specialized operations units (includes covert section)
Input	Agent training hours
Input	Number of investigations opened by the covert section

* A public contact is contact made by a wildlife agent with a person who is engaged in a regulated activity and where the agent has personal verbal contact, performs a routine check, issues a warning, issues a citation, or makes an arrest.



**PROGRAM NAME: SEAFOOD PROMOTION AND MARKETING
BOARD**

Mission

The statutory purpose of the Seafood Promotion and Marketing Board is to give assistance to the state's seafood industry through product promotion and market development in order to enhance the economic well-being of the industry and of the state.

Goal

To create brand loyalty for Louisiana seafood products resulting in increased demand and enhanced economic value of the industry.

Statutory authority for goal: R.S. 56:578.1 et seq

OBJECTIVE 1. To increase the total economic impact of the seafood industry on the state's economy from the 2003 base year by an average of 1% real growth ** annually over a five year period.

Strategy 1.1. Participate in trade shows and generate trade leads.

Strategy 1.2. Conduct product promotions and special events.

Strategy 1.3. Implement educational programs such as television broadcasts, study units for teachers, and displays at museums.

Strategy 1.4. Conduct advertising campaigns that include ads in print and electronic media with national, regional, and local distribution.

Strategy 1.5. Educate state and national legislators about industry issues.

Strategy 1.6. Implement campaigns on "tag lines".

Strategy 1.7. Issue news releases and radio announcements statewide and nationally.

Strategy 1.8. Improve the quality and usefulness of the program's web site.

Strategy 1.9. Continue the weekly television show which spotlights LA seafood products.



Strategy 1.10. Engage in partnerships with other state agencies and trade associations for promotional opportunities.

PERFORMANCE MEASURES:

Outcome	Total economic impact from commercial fishing
Outcome	Average % real growth in economic impact
Output	Number product promotions, special events, and trade shows
Output	Number ads and news releases distributed
Output	Number readers exposed to media campaigns
Output	Number visitors to web site

** Real growth value is defined as an economic value for some base year adjusted for inflation; the 2003 impact was \$2.413 million.

OBJECTIVE 2. Through cooperative projects with the Southern Shrimp Alliance, the average dockside price for all sizes of shrimp per pound will be increased by 15 cents over the 2002 price of \$1.31 by the 2006 fiscal year.

(Note: the federal project which funds these efforts will expire in September, 2006)

Strategy 2.1. Participate in trade shows and generate trade leads.

Strategy 2.2. Conduct product promotions and special events.

Strategy 2.3. Implement educational programs such as television broadcasts, study units for teachers, and displays at museums.

Strategy 2.4. Conduct advertising campaigns that include ads in print and electronic media with national, regional, and local distribution.

Strategy 2.5. Educate state and national legislators about industry issues.

Strategy 2.6. Implement campaigns on "tag lines".

Strategy 2.7. Issue news releases and radio announcements statewide and nationally.

Strategy 2.8. Improve the quality and usefulness of the program's web site.



Strategy 2.9. Continue the weekly television show which spotlights LA seafood products.

Strategy 2.10. Engage in partnerships with other state agencies and trade associations for promotional opportunities.

PERFORMANCE MEASURES:

Outcome	Average dockside price per pound
Input	Federal dollars expended on marketing, advertising, and quality control

OBJECTIVE 3. To increase the average dockside price per pound of oysters by 13 cents by the 2006 fiscal year (2001 price was \$2.08)

(Note: the federal project which funds these efforts will expire in September, 2006)

Strategy 3.1. Participate in trade shows and generate trade leads.

Strategy 3.2. Conduct product promotions and special events.

Strategy 3.3. Implement educational programs such as television broadcasts, study units for teachers, and displays at museums.

Strategy 3.4. Conduct advertising campaigns that include ads in print and electronic media with national, regional, and local distribution.

Strategy 3.5. Educate state and national legislators about industry issues.

Strategy 3.6. Implement campaigns on “tag lines”.

Strategy 3.7. Issue news releases and radio announcements statewide and nationally.

Strategy 3.8. Improve the quality and usefulness of the program’s web site.

Strategy 3.9. Continue the weekly television show which spotlights LA seafood products.

Strategy 3.10. Engage in partnerships with other state agencies and trade associations for promotional opportunities.



PERFORMANCE MEASURES:

Outcome	Average dockside price per pound
Input	Federal dollars expended on education and marketing



PROGRAM NAME: WILDLIFE

Mission

The purpose of the Wildlife Program is to provide wise stewardship of the state's wildlife and habitats, to maintain biodiversity, including plant and animal species of special concern, and to provide outdoor opportunities for present and future generations to engender a greater appreciation of the natural environment.

Goal

To enhance and conserve the habitat necessary to maintain the state's species diversity and optimum distribution and densities of wildlife populations, and to increase the opportunities for the public to enjoy their outdoor experiences.

Statutory authority for goal: Title 36, Chapter 13 and Title 56

OBJECTIVE 1: To manage the 0.9 million acres in the non-coastal WMA system through maintenance and habitat management activities.

Strategy 1.1 Annually assess and implement management plans developed for each non-coastal Wildlife Management area.

Strategy 1.2 Develop and maintain partnerships with various state and federal agencies as well as conservation organizations, private businesses, and individuals to facilitate management programs.

PERFORMANCE MEASURES:

Output	Number of habitat management activities
Outcome	Number of user-days
Output	Number of wood duck boxes maintained
Input	Number of acres in non-coastal WMA system
Outcome	Number of miles of roads and trails
Output	Number of miles of roads and trails maintained
Outcome	Number of miles of boundaries
Output	Number of miles of boundaries maintained
Efficiency	Number of acres per technician



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OBJECTIVE 2: Enhance wildlife habitat on private lands and non-Department public lands by providing 15,000 wildlife management technical assistance responses to the public and other agencies/non-governmental organizations (NGOs).

Strategy 2.1 Maintain a well-trained biological staff

Strategy 2.2 Serve on technical advisory committees of state and federal agencies as well as NGOs that influence land management practices.

PERFORMANCE MEASURES:

Output	Number of oral or written technical assistances provided
Efficiency	Number of technical assistances provided/biological staff
Input	Number of participants in the Deer Management Assistance Program (DMAP)
Input	Number of acres in DMAP
Outcome	Number of DMAP tags used
Input	Number of participants in the Landowner Antlerless Deer Tag Program (LADT)
Input	Number of acres in LADT
Outcome	Number of LADT tags used
Input	Number of Forest Stewardship participants
Outcome	Number of acres in the Forest Stewardship Program
Outcome	Number of acres in Louisiana Waterfowl Program (LWP)
Input	Number of state, regional, national, and international agency/NGO committees with biological staff representation

OBJECTIVE 3: Manage wildlife populations for sustainable harvest and/or other recreational opportunities through survey and research resulting in 215 days of hunting opportunity for game species.

Strategy 3.1 Develop and maintain a tracking system of survey/research projects on WMAs and off WMAs when through Division cooperative/collaborative endeavors

Strategy 3.2 Annually develop hunting seasons, bag limits, and regulations that provide optimal opportunity and sustainable game populations.

PERFORMANCE MEASURES:

Outcome	Number of research projects (monitored, leading, supporting, developed)
Output	Number of species surveys/habitat/population evaluations



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Output	Percent of game species with indices developed
Outcome	Number of days of hunting offered
Outcome	Total number of hunter-days annually
Output	Number of wood duck boxes monitored
Output	Number of wood ducks banded

OBJECTIVE 4: Conduct educational programs to reach 45,000 participants and respond to 80,000 general information questions from the public annually.

Strategy 4.1 Maintain a well-trained full-time education staff

Strategy 4.2 Maintain well-trained volunteer hunter and aquatic education instructors

Strategy 4.3 Develop new and/or update existing educational programs to increase the public's awareness and knowledge of the state's diverse natural resources

PERFORMANCE MEASURES:

Output	Number of hunter education participants
Input	Number of hunter education courses offered
Input	Number of hunter education volunteers
Output	Number of bow hunter education participants
Input	Number of bow hunter education courses offered
Input	Number aquatic education courses offered
Output	Number of participants in Becoming an Outdoor Woman and other camps
Output	Number of requests for general information answered
Efficiency	Number of requests for general information answered per full-time staff

OBJECTIVE 5. To manage the alligator resource of the state to provide species protection and to authorize the sustainable harvest of wild alligators.

Strategy 5.1. Conduct population inventory surveys to assess population trends and distribution.

Strategy 5.2. Recommend and implement harvest seasons, quotas and regulations to provide for the sustainable harvest of wild alligators and wild alligator eggs.

Strategy 5.3. Conduct the necessary activities to manage the farm/ranching and wild alligator egg collection program to ensure adequate controls to protect the wild alligator resource.



Strategy 5.4. Conduct various research and monitoring activities to provide an adequate database of information to manage the wild alligator population.

PERFORMANCE MEASURES:

Outcome	Number of wild alligators harvested
Output	Number of acres surveyed during coast wide nest inventory
Output	Number of landowner applications processed
Output	Number of licensed alligator hunters
Outcome	Number of wild alligator eggs collected by farmers
Output	Number of tags issued for harvest of farm raised alligators
Outcome	Number of farm raised alligators released to the wild
Output	Number of farm alligator releases conducted
Output	Number of alligator hide inspections conducted
Output	Number of tags issued for harvest of nuisance alligators

OBJECTIVE 6. To manage the furbearer resources of the state to provide for species protection, sustainable harvest and through the Coast-wide Nutria Control Program provide incentive payments for nutria harvest to reduce the negative impact of this non-native species on coastal wetland habitats.

Strategy 6.1. Recommend and implement harvest seasons and regulations to provide for the harvest of all furbearers.

Strategy 6.2. Conduct the necessary activities to administer the Coast-wide Nutria Control Program, meeting all requirements set forth by the CWPPRA Task Force.

Strategy 6.3. Conduct an annual coast-wide survey to assess the impact of nutria on coastal wetland habitats.

PERFORMANCE MEASURES:

Output	Number of participants in the nutria control program
Output	Number of landowners enrolled in the nutria control program
Outcome	Number of nutria harvested in the nutria control program
Outcome	Number of acres of coastal wetlands impacted by nutria herbivory
Outcome	Number of acres of coastal wetlands recovered from nutria herbivory
Outcome	Number of total furbearers harvested
Output	Number of licensed trappers



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OBJECTIVE 7. To perform habitat management, maintenance, and monitoring activities to conserve 556,714 acres in the coastal Wildlife Management Area (WMA) and Refuge system for fish and wildlife populations and associated recreational and commercial opportunities.

Strategy 7.1. Assess, conduct, monitor, and implement marsh management activities on the coastal Wildlife Management Areas and Refuges.

Strategy 7.2. Assess, monitor, and implement development activities on the coastal Wildlife Management Areas and Refuges.

Strategy 7.3. Develop and maintain partnerships with various state and federal agencies as well as conservation groups to facilitate management programs.

Strategy 7.4. Provide recreational and commercial opportunities on coastal Wildlife Management Areas and Refuges.

PERFORMANCE MEASURES

Input	Number of acres in the coastal WMA and Refuge system
Output	Number of habitat enhancement projects under development
Output	Number of acres impacted by habitat enhancement projects and activities
Outcome	Number of visitors to coastal WMAs and Refuges
Outcome	Number of individuals participating annually in youth hunting activities
Outcome	Number of mineral projects
Input	Number of constant water quality monitoring stations

OBJECTIVE 8. To promote & monitor the relative occurrence of Louisiana's rare threatened and endangered species, as well as, non-game & injured wildlife by entering 400 site occurrences of targeted species in a data base; and by managing 60 nuisance wildlife control operators and 50 wildlife rehabilitators.

Strategy 8.1. To annually enter new or updated Element Occurrence Records (EORs) in our non-game, rare, threatened and endangered species data base. An EOR is a single record showing the location and status of one of the species of concern in Louisiana.

Strategy 8.2. To manage and issue permits for nuisance wildlife control operators and wildlife rehabilitators.

Strategy 8.3. Issue Scientific Collecting permits for wildlife species.



PERFORMANCE MEASURES:

Input	Number of new or updated EORs entered
Outcome	Number of nuisance Black Bear problems acted upon
Outcome	Number of man-days expended on biological surveys on populations of non-game, rare, threatened and endangered species and native plants
Outcome	Number of Nuisance Animal Control Operators and Nuisance Animal Control Permits Issued
Outcome	Number of Wildlife Rehabilitator Permits issued
Outcome	Number of Scientific Collecting Permits issued

OBJECTIVE 9. To avoid or minimize adverse environmental impacts to fish and wildlife habitat from/by statewide development projects by reviewing, commenting, and making recommendations on 100 percent of the wetland permit applications received and issuing Scenic River Permits as required by statute.

- Strategy 9.1. Receive, log in, review and comment on, all notices from wetland regulatory agencies, and make recommendations for mitigation actions designed to avoid, reduce, or compensate for damages to fish and wildlife resources and habitat
- Strategy 9.2. Work with federal and state regulatory agencies on major projects, which impact fish and wildlife resources and habitat by conducting joint habitat evaluations with those agencies, and formulating mitigation recommendations, which will be mandatory
- Strategy 9.3. Assist in the development and operation of mitigation banks
- Strategy 9.4. Monitor the State's Natural and Scenic River System to prevent unauthorized uses, initiate enforcement and corrective action against unauthorized activities, and to control impacts to the streams through the established permitting system, which includes mitigation requirements

PERFORMANCE MEASURES:

Input	Number of wetland permit applications received and responded to
Outcome	Number of responses with mitigation recommendations for wetland permits applications
Input	Number of Scenic River Permit Applications received



PROGRAM NAME: FISHERIES

Mission

The purpose of the Fisheries Program is to ensure that living aquatic resources are sustainable for present and future generations of Louisiana citizens by providing access and scientific management.

Goal

To manage living aquatic resources and their habitat through enhancement and more efficient and effective data collection, analysis, and regulation; and to improve access to and opportunity for users to enjoy those resources.

Statutory authority for goal: LA Constitution of 1974, Article IX, Section 7; R.S. 56:1 et seq.; R.S. 36:601 et seq.; R.S. 30:214 et seq.; R.S. 35:3101 et seq.; and R.S. 30:2451 et seq.

OBJECTIVE 1: Ensure that Louisiana's major marine fish stocks are not overfished.

Strategy 1.1: Enhance the collection of biological and environmental data associated with marine fish and habitat resources from the State's major coastal bay systems and territorial sea.

Strategy 1.2: Develop indices of abundance for age-based stock assessments using enhanced fishery independent data.

Strategy 1.3: Improve the accuracy of and develop new stock assessments by enhancing fishery dependent information collected from the harvesters of the resource.

Strategy 1.4: Prepare and update management plans for major marine species to keep up-to-date with new research findings to improve the accuracy and develop new stock assessments.

Strategy 1.5: Coordinate management of interjurisdictional fisheries with the other Gulf States and Federal government to improve our collective knowledge of species of concern and to continue the development of innovative stock assessments techniques.



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Strategy 1.6: Prepare recommendations to the Louisiana Wildlife and Fisheries Commission and the Louisiana Legislature; promulgate, administer, and enforce rules and regulations as provided for in law; and administer statutorily authorized permit programs.

PERFORMANCE MEASURES:

Input	Number of Louisiana's major coastal bay systems with sampling teams collecting fisheries data.
Output	Number of fishery-independent data collection stations sampled.
Output	Number of saltwater recreational creel interviews/samples taken.
Output	Number of management plans written/updated.
Output	Number of commercial fishing trips.
Outcome	Percent of major fish stocks not overfished.
Outcome	National ranking in recreational marine finfishing (# days fished).
Outcome	National ranking in commercial marine shellfish landings.
Outcome	National ranking in commercial marine finfish landings.
Outcome	Number of licensed commercial fishers.
Outcome	Number of licensed saltwater recreational fishers.

OBJECTIVE 2: Administer a leasing system for oyster water bottoms such that 99% of all leases result in no legal challenges related to the leasing system and manage public reefs to fulfill 100% of the industry's seed oyster demand and make at least one area available for sack oyster harvest on the public seed grounds.

Strategy 2.1: Administer a harvest area grid system for oyster lease production information and collect production information from leaseholders.

Strategy 2.2: Streamline processing procedures for increased numbers of renewal lease applications expected because of coastal restoration restrictions on lease time periods.

Strategy 2.3: Manage and maintain the public reefs to produce seed and sacking oysters.

PERFORMANCE MEASURES:

Input	Number of oyster lease applications received.
Output	Number of barrels of seed oysters available on the public grounds.
Output	Number of areas available for harvest of sack oysters on public seed grounds.
Output	Number of oyster lease surveys conducted.
Outcome	Number of barrels of seed oysters harvested by oyster fishers from the public grounds.



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Outcome	Number of sacks of oysters harvested from the public grounds.
Outcome	Number of lessees adversely affected by lack of timeliness in issuing leases.
Efficiency	Percent of leases with no legal challenges.
Efficiency	Percent of demand for seed oysters met.

OBJECTIVE 3: To conserve, protect, manage, and improve Louisiana's marine and coastal habitats by participating in 15 major coastal protection/improvement projects.

Strategy 2.1: Conserve, protect, restore, and enhance marine fish habitat in cooperation with other state and federal agencies that share public trust responsibilities for those resources.

Strategy 2.2: Remove derelict crab traps from coastal waters.

Strategy 2.3: Monitor activities of seismic exploration companies to ensure compliance with rules and environmental protection.

Strategy 2.4: Administer the Louisiana Artificial Reef Program to provide hard-bottom habitat for marine fishes.

Strategy 2.5: Enhance the collection of data associated with marine fish and habitat resources from the State's major coastal bay systems and territorial sea.

PERFORMANCE MEASURES:

Input	Number of oyster reefs sampled to monitor health of reef habitat.
Input	Number of spills investigated.
Output	Number of spills requiring restoration.
Outcome	Percent of seismic projects in the state monitored for compliance with DWF rules.
Outcome	Number of abandoned crab trap cleanup areas.
Outcome	Number of platforms added to the Louisiana Artificial Reef Program.
Efficiency	Number of major coastal protection/restoration projects participated in.

OBJECTIVE 4. To ensure that all species of sport and commercial freshwater fish are in good condition in at least 91% of all public lakes over 500 acres.

Strategy 3.1. Enhance the collection of fishery information from major freshwater lakes.

Strategy 3.2. Supplement public waters with sport fish and species of concern in support of management plans.



Strategy 3.3. Ensure that aquaculture activities result in no adverse effects upon native fish populations in Louisiana.

Strategy 3.4. Coordinate management of interjurisdictional fisheries with the other Gulf states and Federal government.

Strategy 3.5. Administer statutorily authorized permit programs.

Strategy 3.6. Develop management plans for any aquatic resources that may be of special concern.

Strategy 3.7. Increase angler participation by providing technical assistance to private pond owners.

PERFORMANCE MEASURES:

Input:	Number of fish requested for stocking Number of requests for assistance in managing private waters
Output:	Number of water bodies sampled Number of fish stocked Number of pond owners receiving assistance in managing private waters
Outcome:	The percentage of lakes with all fish species in good condition Percentage of sampled lakes with stable or increasing fish populations The number of major fish kills Fish provided by fish hatcheries as a percentage of fish recommended for stocking public water bodies.

OBJECTIVE 5. To treat at least 72,000 acres of water bodies to control nuisance aquatic vegetation.

Strategy 4.1. Determine statewide infestations of problematic aquatic plants (water hyacinth, hydrilla, salvinia, alligator weed, etc.).

Strategy 4.2. Investigate aquatic vegetation infestations in selected public lakes.

Strategy 4.3. Perform maintenance and control operations.

PERFORMANCE MEASURES:



Input:	Number of acres of water hyacinths measured annually in late summer/fall Number of acres of nuisance aquatic plants, other than water hyacinths, measured annually in late summer/fall
Output:	Number of acres of water hyacinths treated Number of acres of nuisance aquatic plants, other than water hyacinths, treated Number of lakes type-mapped for aquatic vegetation Number of lakes treated to control nuisance aquatic vegetation
Outcome:	Percent of water hyacinths treated statewide Percent of nuisance aquatic plants, other than water hyacinths, treated statewide

OBJECTIVE 6. To improve or construct four boating access projects a year.

Strategy 5.1: Increase local government awareness of the department's boating access project through direct correspondence.

Strategy 5.2: Reduce time for project initiation by increasing information to project sponsors.

Strategy 5.3: Closely monitor Federal funds available for projects to maximize utilization of boating access funds.

PERFORMANCE MEASURES:

Input:	Number of requests for assistance in constructing boating access facilities
Output:	Number of boating access facilities approved for funding Average time between project acceptance and project completion Number of boating access facilities under construction Percentage of federal boating access funds obligated that were spent.
Outcome:	The number of new or improved boating access facilities completed.